

Stephen Schmidt

640 S. Federal #505 Chicago, IL 60605

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A highly experienced Director of eCommerce who has demonstrated the ability to lead teams of creative, technical and business professionals to success in a variety of industries utilizing cutting-edge technology within fast-paced environments. Strong technical and business qualifications with an impressive track record of more than 9 years hands-on experience in strategic planning, merchandising development, project management, and eCommerce technologies. Proven ability to successfully analyze an eCommerce site's critical business requirements, identify deficiencies and potential opportunities, and develop innovative and cost-effective solutions for enhancing competitiveness, increasing revenues, and improving performance from an SEO and UX perspective.

Experience

DIRECTOR OF ECOMMERCE, ALPHAZETA CHICAGO, IL, 2008-CURRENT

Motorola (store.motorola.com)

- Utilizing heatmapping and analytics data, redesigned website to increase Conversion 2x; Decrease Bounce Rate by 23%; Increase AOV by 6% and Increase Average Order Items from 1.2 to 2.2
- Worked with Internal Business Unit to develop and maintain a Merchandising Calendar to provide creative/specials every week of the year
- Engaged with Global SEO teams to develop landing page creative and content based on their direction
- Led the review eCommerce platform solutions, creating RFP, solution-matrix and peer review of proposed solutions

Gold Coast Tickets (goldcoasttickets.com)

- Efforts led to a 22% YOY sales increase
- Increased customer engagement resulted in 45% increase to returning visitors
- Increased Page Rank/SERP through a collection of manual keyword and system-driven search engine optimizations
- Completed Checkouts increased by 14%
- Won 2 awards for eCommerce and Design

Restaurant.com (partners.restaurant.com)

- Worked closely with the Creative Director to define Strategy, and develop 'personas' to assist RDC in discovering *who* their customer is
- Customer interaction with the site increased 40% within the first 5 weeks since launch
- Leads generated from the site increased by 15% over performance from last version of the site

SENIOR PRODUCTION MANAGER, ALPHAZETA CHICAGO, IL, 2004-2008

Hyatt

- Led the development and execution of a project in a "last minute scenario"
- Delivered to client a unique mix of video and interaction, driven by the "Big Idea" that was developed within sessions with Creative Director
- The source of Keyword Campaigns, Print Marketing, and viral leads - bringing in over 1200+ warm leads a week

Marbles: The Brain Store

- Syndicated catalog to Shopzilla, Bing, Yahoo! and Google - increasing visits by 32% and purchases by 13%
- Developed the strategy of not competing on price, but rather on experience - leading to 'stickier' visits, more interest from customers, and eventual purchase
- Drove the Q4 email, keyword and marketing/merchandising campaign that led to 6x YOY sales performance

Aon Risk Map (bit.ly/RiskMap2011)

- Developed Flash-based interface for spreadsheet data indicating Political, Economic and other risks in over 200 countries worldwide
- Established wireframes, workflow and development environment for all necessary teams
- Maintained the 'evergreen' nature of the project by selling client on Update Feature that imports XLS data

WRITER/PRODUCER, SCHADENFREUDE MEDIA, LLC CHICAGO, IL, 1998-CURRENT

- Wrote/Produced/Performed for 2 years on Chicago Public Radio
- Produced the viral video: "Opening Day: Cubs Biggest Fan" featured on Tosh.0, FOX News, WBEZ and others (over 500k views since April 1)
- Curated and edited content for Schadenfreude.net - developing syndicated content for other sites (Yidio.com, ChicagoPublicRadio.org)

NETWORK & SYSTEMS ADMINISTRATOR, ROBINSON & MAITES CHICAGO, IL, 1998-2004

- Responsible for development/maintenance/purchase of all technology (over \$1MM Annual Budget)
- Created online documentation, resource books and best practices for employees before the advent of Sharepoint
- Led the creation and development of an online trafficking/proofing system to share work with clients around the country in a secure, easy-to-use environment

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Education

Drake University, Des Moines, IA — MFA Theatre, 1996

Referrals

Paolo Aristodemo

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Dave Cenko

Art Director | Artisan Creative Freelance
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Nadine Howatt

Director of Communications and Marketing, Resident Ensemble Players/Dept. of Theatre | University of Delaware
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Ed Lerner

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Sandy Marshall

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